

AMENDMENTS TO THE CLAIMS:

This listing of claims will replace all prior versions, and listing, of claims in the application.

1. (Currently Amended) A method of rendering [[a]] an on-content descriptor in association with a streaming media presentation comprising:
receiving said streaming media presentation;
accessing locally-defined descriptor information;
determining if descriptors are a descriptor is enabled;
rendering said descriptor on-content in the streaming media presentation if descriptors are the descriptor is enabled;
positioning the on-content descriptor with an associated streaming media image element;
executing a software routine if an interactive access point is enabled for said on-content descriptor and a corresponding user input is received; and
providing a function associated with the on-content descriptor if the software routine is executed, the function including at least one of scrolling information, accessing a website, accessing a separate media stream, or saving displayed information; and
discontinuing display of the on-content descriptor if an end display condition has occurred,
wherein ~~the rendering of said descriptor further comprises rendering said descriptor in a position that provides an association with a streaming media image element, and~~
the on-content descriptor comprises text information related to the streaming media image element.

2. (Canceled).

3. (Original) The method of claim 1 further comprising rendering an indication that descriptors are available and enabling said descriptors if a predetermined user response to said indication is received.

4. (Original) The method of claim 3 wherein said indication is an icon displayed within a streaming media image.

5. (Original) The method of claim 3 wherein said indication is an audible signal.

6. (Original) The method of claim 1 wherein said step of rendering said descriptor further comprises rendering an association indicator.

7. (Original) The method of claim 6 wherein said step of rendering said association indicator further comprises changing the location of said association indicator to reflect a change in position of an image element.

8. (Currently Amended) A method of rendering [[a]] an on-content descriptor in conjunction with a streaming media image element comprising:
receiving a streaming media presentation;
accessing locally-defined descriptor information;
determining if descriptors are a descriptor is enabled;
receiving pointing device position information;
selecting [[a]] the enabled descriptor from said locally-defined descriptor information using said pointing device position information, wherein said descriptor comprises textual information associated with [[a]] the streaming media element;
rendering the selected descriptor on-content in the streaming media presentation in a predetermined position associated with the streaming media image element, such that the descriptor does not obscure important streaming media

presentation content; and

discontinuing display of said selected on-content descriptor if an end display condition has occurred.

9. (Currently Amended) The method of claim 8 further comprising executing a software routine if an interactive access point is enabled for said selected descriptor and if a corresponding input is received and providing a function associated with the on-content descriptor if the software routine is executed, the function including at least one of scrolling information, accessing a website, accessing a separate media stream, or saving displayed information.

10. (Currently Amended) A method of rendering [[a]] an on-content descriptor in association with a streaming media image element comprising:

receiving a streaming media presentation;

accessing locally-defined descriptor information;

determining if descriptors are a descriptor is enabled;

highlighting at least one a streaming media image element;

receiving a user input;

rendering said descriptor on-content in the streaming media presentation in a predetermined position that provides an association with the streaming media image element; and

discontinuing display of the on-content descriptor if an end display condition has occurred,

wherein the rendering of said descriptor further comprises rendering said descriptor in a position that provides an association with the streaming media image element, and

the on-content descriptor comprises text information related to the streaming media image element.

11. (Currently Amended) A method of rendering [[a]] an on-content descriptor in association with a streaming media image element comprising:
- receiving a streaming media presentation;
 - accessing locally-defined descriptor information;
 - determining if ~~descriptors are a descriptor is~~ enabled;
 - receiving pointing device position information;
 - highlighting ~~at least one~~ a streaming media image element;
 - receiving a user input;
 - selecting [[a]] the enabled descriptor from said locally-defined descriptor information using said pointing device position information;
 - rendering the selected descriptor on-content in the streaming media presentation in a predetermined position that provides an association with the streaming media image element; and
 - discontinuing display of the on-content descriptor if an end display condition has occurred,
wherein ~~the rendering of said descriptor further comprises rendering said descriptor in a position that provides an association with the streaming media image element, and~~
the on-content descriptor comprises text information related to the streaming media image element.

12. (Original) The method of claim 11 further comprising executing a software routine if an interactive access point is enabled for said selected descriptor and if a corresponding input is received.

13. (Currently Amended) A method of rendering [[a]] an on-content descriptor in association with a streaming media image element comprising:

- receiving a streaming media presentation;
- accessing locally-defined descriptor information;
- determining if ~~descriptors are a descriptor is~~ enabled;

receiving pointing device position information related to a displayed cursor;
altering the appearance of [[a]] the displayed cursor if the pointing device
position information a position of said displayed cursor position corresponds to a
streaming media image element for which [[a]] an enabled descriptor is available;
receiving a user input;
selecting [[a]] the enabled descriptor from said locally-defined descriptor
information using said pointing device position information;
rendering the selected descriptor on-content in the streaming media
presentation in a predetermined position that provides an association with the
streaming media image element; and
discontinuing display of the on-content descriptor if an end display condition
has occurred,
wherein ~~the rendering of said descriptor further comprises rendering said~~
~~descriptor in a position that provides an association with the streaming media image~~
~~element, and~~
the on-content descriptor comprises text information related to the streaming
media image element.

14. (Currently Amended) A method of rendering [[a]] an on-content
descriptor in association with a streaming media image element comprising:
receiving a streaming media presentation;
accessing locally-defined descriptor information;
displaying a first streaming media image element identifier in a first screen
position within [[a]] the streaming media image presentation; and
displaying a first on-content descriptor associated with said first streaming
media image element in a second screen position associated with the first streaming
media image element and within the streaming media image presentation;
executing a software routine if an interactive access point is enabled for the
first on-content descriptor and a corresponding user input is received;
providing a function associated with the first on-content descriptor if the

software routine is executed, the function including at least one of scrolling information, accessing a website, accessing a separate media stream, or saving displayed information; and

wherein the second screen position is associated with the streaming media image element, and

the on-content descriptor comprises text information related to the first streaming media image element.

15. (Currently Amended) A method of rendering [[a]] an on-content descriptor in association with a streaming media presentation comprising:

receiving said streaming media presentation,

accessing locally-defined descriptor information,

displaying at least one a streaming media image element identifier in a first screen position within a streaming media image presentation,

displaying [[a]] an on-content descriptor associated with said streaming media image element identifier in a predetermined position at least partially overlapping said streaming media image presentation;

executing a software routine if an interactive access point is enabled for the on-content descriptor and a corresponding user input associated with said streaming media image element identifier is received;

providing a function associated with the on-content descriptor if the software routine is executed, the function including at least one of scrolling information, accessing a website, accessing a separate media stream, or saving displayed information; and

updating said on-content descriptor in response to [[a]] the user input associated with said streaming media image element identifier,

wherein the on-content descriptor comprises text information related to the streaming media image.

16. (Currently Amended) A method of rendering [[a]] an on-content descriptor in association with a streaming media image element comprising:
- receiving a streaming media presentation;
 - accessing locally-defined descriptor information;
 - displaying at least one a streaming media image element identifier in a first screen position providing association with said streaming media image element,
 - displaying [[a]] an on-content descriptor associated with the first streaming media image element in a predetermined position at least partially overlapping the streaming media image element, wherein the on-content descriptor comprises text information related to the streaming media image element,
 - dynamically associating the streaming media image element identifier with a second streaming media image element in response to scene changes in the streaming media presentation, and
 - updating the on-content descriptor to display information associated with the second streaming media image element.

17. (Currently Amended) A streaming media receiver comprising:
- a unit that receives a streaming media presentation;
 - computer program code that locally defines descriptor information;
 - computer program code that accesses the locally-defined descriptor information;
 - computer program code that determines if descriptors are a descriptor is enabled;
 - computer program code that detects a rendering event; and
 - computer program code that renders [[a]] the descriptor on-content in the streaming media presentation if the descriptor is enabled,
 - computer program code that positions the on-content descriptor with an associated streaming media image element; and
 - computer program code that executes a software routine if an interactive access

point is enabled for said on-content descriptor and a corresponding user input is received;

~~wherein the rendering of said descriptor comprises rendering said descriptor in a position that provides an association with a streaming media image element, and the on-content descriptor comprises text information related to the streaming media image element.~~

18. (Previously Presented) The receiver of claim 17 further comprising:
computer program code that determines if an interactive access point is enabled for said descriptor;
computer program code that determines if an interactive access point event has occurred; and
computer program code that executes a hotlink if said hotspot interactive access point is enabled and said hotspot interactive access point event has occurred.

19. (Original) The receiver of claim 17 wherein said code that renders a descriptor further comprises:
computer program code that receives position information from a pointing device and selects said descriptor from said descriptor information.

20. (Original) The receiver of claim 17 further comprising:
computer program code that receives position information from a pointing device and highlights a streaming media image element.

21. (Original) The receiver of claim 17 further comprising:
computer program code that receives position information from a pointing device and alters the appearance of a cursor if said position corresponds to a predetermined streaming media image element.

22. (Original) The receiver of claim 17 further comprising:
computer program code that renders an association indicator associating said descriptor and a streaming media image element.

23. (Previously Presented) The receiver of claim 18 further comprising:
computer program code that receives position information from a pointing device and highlights a streaming media image element.

24. (Original) The receiver of claim 17 further comprising:
computer program code that at least one streaming media image element identifier in a first screen position providing association with a streaming media image element.

25. (Original) The receiver of claim 24 further comprising:
computer program code that updates said descriptor in response to a user input.

26. (Currently Amended) A streaming media receiver comprising:
means that receive a streaming media presentation;
means that locally define descriptor information;
means that access the locally-defined descriptor information;
means that determine if descriptors are a descriptor is enabled;
means that detects detect a rendering event; and
means that renders a render the descriptor on-content in the streaming media presentation if the descriptor is enabled;
means that position the on-content descriptor with an associated streaming media image element; and
means that execute a software routine if an interactive access point is enabled for said on-content descriptor and a corresponding user input is received;
wherein the on-content descriptor comprises text information related to the streaming media image element.